PRECISION TARGET MARKETING™

CIGARETTE SMOKERS

AREAS	1984	Jan.thru July,85	Aug. thru Jan.86
BUFFALO ADI	109,484	90,814	97,583
FLORIDA ADI	62,013	41,150	61,128
BOSTON ADI	123,200	82,610	74,683
ALBANY ADI	190,782	122,771	80,065
NY/NJ ADI'S	319,758	183,732	180,175
CALIFORNIA ADI	-0-	-0-	47,565
DETROIT ADI	-0-	-0-	29,439
TOTALS	805,237	521,077	570,638

1,896,952
+ 103,048*
2,000,000

*These are the names that are being prepared for your test which cover all areas we have conducted surveys in and will be forwarded to you in six tapes this week.

2045584609

PUT YOUR MONEY
WHERE YOUR COMPETITOR'S CUSTOMER IS.

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Source: https://www.industrydocuments.ucsf.edu/docs/mjhj0004